



<b>Company</b>	OMEX Agriculture Ltd.
<b>Main Site</b>	Bardney, Lincoln (possibility of hybrid working)
<b>Job Title</b>	Strategic Marketing Manager
<b>Contract Terms</b>	Full time, Permanent

<b>OMEX</b>
OMEX is the market leader in liquid fertilisers in the UK, manufacturing and exporting a unique range of plant nutrients and crop health promoters nationally and internationally. OMEX is an innovative and exciting place to work.

<b>Overview of Role</b>
As the Strategic Marketing Manager at OMEX you will be at the forefront of our marketing strategy, responsible for developing and executing comprehensive plans that elevate our brands and drive business growth. The ideal candidate will combine strategic insight with creative marketing execution to drive product launches and support commercial growth and turn market insights into action

<b>Key Responsibilities</b>
<ol style="list-style-type: none"><li>1. Through close collaboration with the Business Growth Director, develop and implement successful marketing strategies to promote OMEX products that align with our strategic goals.</li><li>2. Lead go-to-market strategy and marketing projects from concept and execution (e.g. for new product launches) ensuring strategic positioning, messaging, and channel alignment.</li><li>3. Maintain a strong understanding of the OMEX product range, particularly understanding benefits versus competitive products.</li><li>4. Champion brand development across bulk fertilisers and specialities delivering key brand messages across all channels, from digital to in-field communications.</li><li>5. Act as a brand ambassador across the OMEX group, promoting consistency across all marketing materials and communications.</li><li>6. Assist other marketing team members across the UK and international OMEX companies</li><li>7. Conduct in-depth market, customer, and competitor research to identify trends, opportunities, and threats.</li></ol>



8. Plan, manage and optimise value propositions and multi- channel marketing campaigns, including digital, social media, content marketing, email and events to increase brand awareness and drive product adoption.
9. Analyse campaign performance and make data driven recommendations for improvement.
10. Lead the creation of high-quality content for our brochures, newsletters, press releases and technical updates that resonates with our target audience.
11. Develop and lead the strategy for OMEX website and social media, ensuring search engine optimisation.
12. Take the lead role in planning our presence at events/ trade shows, taking responsibility for promotional materials and displays.
13. Manage the marketing budget and track ROI on marketing initiatives.
14. Stay up to date with industry trends including regulatory changes, sustainability trends, and digital ag innovations.
15. Select and manage external marketing agencies for marketing activities.
16. Build and maintain relationships with key media and marketing stakeholders in the industry to ensure key strategic messages are represented within the industry.
17. Collaborate closely with merchants, agronomists, product development, and sales teams to ensure market needs are reflected in marketing strategy.

### **Skills and Experience**

- Bachelor's or master's degree in marketing, communications, business, or related field.
- Chartered Institute of Marketing qualification (desirable)
- Proven experience in developing and implementing successful strategic marketing projects
- Proven track record in leading successful product launches and marketing campaigns
- A creative flare with the ability to combine this with strategic planning and hands-on execution.
- Excellent communication and interpersonal skills, with the ability to effectively communicate ideas/ concepts and build credibility across commercial and technical teams.
- Proficient in marketing analytics tools and CRM platforms with a keen ability to analyse and monitor trends in the market.



- Familiarity with digital marketing tools and platforms.
- Experience of managing marketing agencies and media stakeholders
- Ability to work under pressure and to tight deadlines
- Some knowledge of the agricultural industry, seasonal cycles, grower behaviour, and distribution networks would be helpful but not essential
- Full UK driving licence (travel to other OMEX sites and events will be required).

The post holder should support the OMEX team in excellence for the Vision strategy & Focus on the Values of the business (see below).

Vision Strategy	
<b>Product Performance</b>	Provide products that consistently meet / exceed expectations. Products that are reliable, efficient, accurate, easy to use and provide optimal nutrition to crops resulting in excellent crop yield, quality and sustainability.
<b>Logistics</b>	Maximum customer satisfaction achieved through efficient infrastructure, accurate demand forecasting, effective system management and cost optimisation.
<b>Technical Support</b>	Commercial teams possess a deep understanding of products and application to help farmers use fertilisers more efficiently, have effective communication skills, respond in a timely manner and have a customer centric approach.
<b>Quality</b>	Consistently high-quality standards achieved in operations through continual evaluation of processes and product formulations to eliminate problems.
<b>Safety</b>	Superior safety standards achieved through establishing a strong safety culture where employees recognize the importance of safety, feel confident in reporting hazards and have the necessary training to work safely.
<b>People</b>	An engaged, motivated and loyal workforce that are encouraged, empowered and given a work environment that provides opportunities to reach their full potential.



FOCUS on Values	
Fulfilment	<ul style="list-style-type: none"><li>● Happy ● Motivated ● Challenged ● Rewarded</li><li>● Developed ● Appreciated</li></ul>
One-Team	<ul style="list-style-type: none"><li>● Communicate Well ● Support Others ● Align with decisions</li><li>● Involve the right people</li></ul>
Collaborate	<ul style="list-style-type: none"><li>● Build partnerships based on trust and respect both internally and externally</li></ul>
Use a Strategic Mindset	<ul style="list-style-type: none"><li>● Maintain a long-term perspective ● Innovate ● Think Broadly</li><li>● Be willing to change ● Use data to drive decisions</li></ul>
Strong Execution	<ul style="list-style-type: none"><li>● Focus on priorities ● Coordinate resources ● Clear accountability</li><li>● Work at the right pace ● Don't cut corners</li></ul>